

CHAPTER 4

CONCLUSION

4.1. Conclusion

People communicate their intention in various ways. They use a number of media to express their idea, protest, request, etc. The media can be in the form of speech, writing, picture including stickers. Stickers are a combination of writing and picture to convey the creator's speech, thought and idea. They are used for certain goal, such as to inform, warn, guide, direct, protest, entertain, amuse people or even just to be a decoration tools.

Stickers are a unique communication tool. Stickers are produced as the answer toward the need of our lives, the representation of our need, the reflection of current condition. Hence, stickers cannot be apart from social context, which become the immediate context aspect of the stickers.

From the study we can infer that stickers tend to follow certain pattern in conveying messages. Although all stickers are intended to be decorative tool, in term of the message they conveyed, stickers can be classified into five categories, i.e. a) informative stickers, b) proscriptive stickers, c) instructive stickers, d) protest stickers and e) comical stickers.

In sticker production cannot we cannot neglect the fact that they are produced for the sake of not only communicating idea but also yielding money, economic value. Thus, stickers are created attractively to attract people to read or buy it, hence picture are needed.

Most stickers adopt certain social condition, occurrence, events, slogans, sayings, commercial products. They use them by slamming them and changing them with appropriate phrases so that messages can be conveyed.

Hence, in analyzing stickers, we also cannot neglect the fact that contextual aspects bring some influences on the production of stickers. The aspects could be current social conditions, social views, government policies, events, actual issues, social background.

Based on the theory employed for the study, it can be inferred that stickers do an adhere to the rule of communication. They display their correspondence with the Grice' theory of Cooperative principles, in term of their ways to communicate their message, as well as Horn's theory of implicature.

4.2. Suggestion

After examining all data gathered for the study there are some aspects need to be improved next studies corresponding to the same issue. Several issues cannot be covered in this study due to the lack of time and writer's ability to do complete analysis. Hence, the next studies should explore any possible issue concerning with stickers, implicature, and message.

The stickers analyzed in this study are those found in Yogyakarta only either produced or sold in Yogyakarta. Hence, it may be interesting to find out the stickers pattern produced or found in other area such as Surabaya, Jakarta or other cities. Different social background, dialect, culture may result different ways in presenting stickers. A comparative study may become an interesting research because it will compare the way stickers are presented by two or more different society with different backgrounds.

Because the sticker is not limited to single topic, the next study may explicate the way or pattern of stickers in conveying a single message only. The message can be one topic but of different way of presentation.

Other underlining aspect should be noted is that the object of the study is not limited to stickers only. Graffiti, caricatures, leaflet, posters or brochure can be used as the source of data in discussing implicature.

Further, it is may be interesting to conduct an experimental study concerning with stickers and message they conveyed. The study can be done by directing a certain group of people to explain what message they get from

a certain stickers. Afterward they are compared with the other group of people. The group of people can be grouped based on their social background, education, sexual, ethnic or culture. Thus, we can learn how people build their cognitive knowledge to understand similar message.

REFERENCES